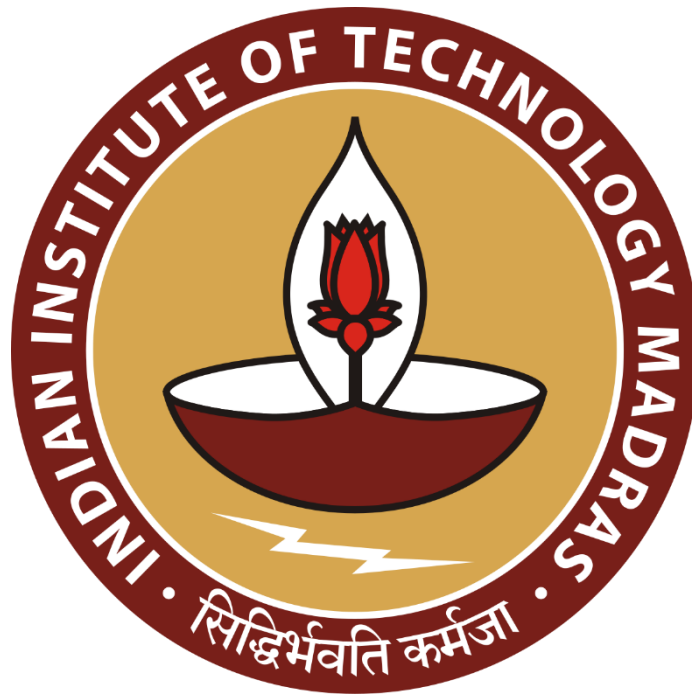# Analysis of SREE SURIYAN Silk saris manufacturing Company's Sales Data

A Proposal report for the BDM capstone Project

Submitted by

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1.EXECUTIVE SUMMARY:-

SREE SURIYAN is a small manufacturing company. It supplies Silk saris to some of the Businesses. It is a Business to Business (B2B) based manufacturing company. It started three years ago. This company is located in Kumbakonam, Thanjavur, Tamil Nadu.

In this project, Analysis of the data given by SREE SURIYAN can be made. The main basis of this analysis is to show the company how to reduce the loss percentage and reduce the number of return saris in stock. What are the Return rates? What are monthly trend in sales? In which we should keep stock sufficient to gain profit? Which product has the highest demand? Which product has the lowest demand?

The collection and analysis of last year's sales data will give the details of monthly and seasonal distribution and in which months we should keep stock sufficient and focus on production. The study of the sales data will give us the rate of return and cancellation rate of orders. The relation between cancelled order and payment methods are also analyzed. We can also know about the sales in different states by analyzing sales data.

The analysis will also help to fulfill upcoming orders according to months and seasons and to keep sufficient raw materials for production to enhance inventory management and efficiency of the company.

2.ORGANISATION BACKGROUND:-

SREE SURIYAN is a small silk saris manufacturing company. The Indian silk saris are known for their lustrous beauty and incomparable variety of designs and colors. These saris are known to be the traditional bridal wear for most of the Indian brides. No wedding is complete without the luxurious and expensive saris made of pure silk. This type of Pure silk saris are produced by the above company. It is a small company and consists of nearly ten weavers who weave the saris. The company has been providing high quality, tested silk saris over three years. The vision of this company is to achieve by getting orders from various companies and to develop this over other countries with same purity, quality of the silk saris. The mission is to produce good quality saris with pure and tested silver and gold zari and to supply them all over the countries.

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SREE SURIYAN,

22,Bharathi Nagar 4th Street, Elumichangapalayam,

 Darasuram, Kumbakonam, Tanjore-612702.

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3.PROBLEM STATEMENTS:-

1. What are the high-demand areas, trends in sales distribution, and the area that needs to focus on marketing to increase the sales?

2. How to avoid overproduction and stock out situation and enhance the efficiency of business.

3. What are the Refund, Cancel, and Replacement rates and the relation between the cancelation of the orders and payment methods?

4. Changes in the price of raw materials and how to tackle this problem economically with profit?

4.BACKGROUND OF THE PROBLEM:-

SREE SURIYAN is a small scale Business. To develop its production value, it is important to get knowledge about the sales in different regions of various states. It is made by knowing which company is best fit to take pure silk saris and give order with a proper order details. Instead of keeping sales and profit with the already ordering firm, we can try to ask other similar businesses to give orders which are in demand. We can also ask for many orders during the seasons of marriages and festivals. The trend analysis in sales of the business with the previous month data will provide us the clear sales of the product among other cities and states. This also provides the business a better efficiency to increase the sales. Thus these types of ideas will enhance the efficiency of the business.

Stockout and overproduction of products may affect the business . So, monthly analysis is required to make effective planning. There are three types of packing for sale so the number of shares in different categories will give the exact idea about that.

Refund, Cancellation, and Replacement of orders make a loss. Is there any relation between payment options and cancellations of orders? Finding the pattern will help to optimize the loss.

5.PROBLEM SOLVING APPROACH:-

1.Details about the problem solving approach used with Justification:-

- ✓ We may know about the high-demand areas of the silk saris across the world. This can be done by downloading data from Internet about the saris distribution all over the world and analyzing it to know which state or city near us is having a high-demand of the pure silk-saris. So we can send a sample of sari for them to look for the speciality of the sari. This will increase the demand of this type of sari with that business area.

- ✓ The monthly and seasonal analysis of sales data will be used to observe the months or seasons in which a large number of orders are placed so that the firm will be ready to fulfill the order and purchase the required raw material at the right time.

- ✓ The analysis of the rate of cancellation and refunded orders will help us to know better about the customer's choices and the business owner's choices. So, we can enhance our quality and simultaneously our business will have good growth across other manufacturing units.

- ✓ The business should ensure that they are receiving their payments from ordering firms without shortage for creating next orders and to get the raw materials. This will create a good profit margin. Delay in payments will crash our confidence of producing the products in time.

- ✓ The analysis of festival seasons and other marriage seasons will also give us detail about the seasons in which saris are sold a lot across a year.

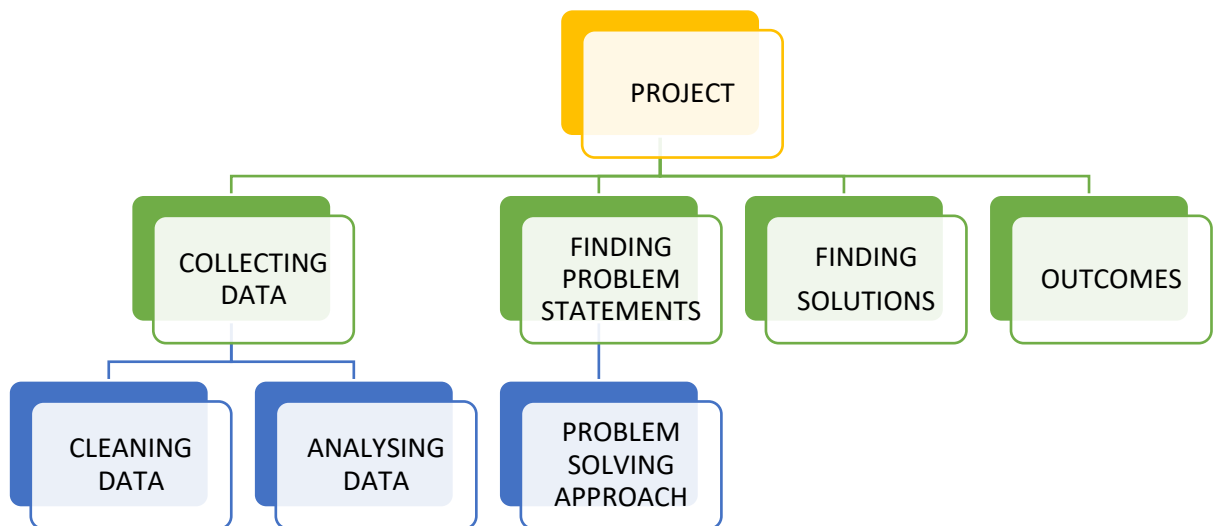**2. Details about the intended data collection with Justification:-**

- ✓ To analyze the monthly and seasonal data we must need data from the business for at least one year of sales**.** As the analysis is done using the sales data of the business SREE SURIYAN. Thus the data which is available for a year is very important to provide a best approach towards the problem Statements.

- ✓ SREE SURIYAN has provided one year sales data for analysis and some other inventory data also provided by them which will be helpful for analyzing the data and to find the solution to the problems.

3. Details about the analysis tools with Justification:-

- ✓ Microsoft Excel Spreadsheet Software: - The data will be given in the Excel Spreadsheet. It will be used to visualize and analyze the sales data. It has some features like tables, pivot tables, and charts will be helpful to do analysis easily.

- ✓ This Software is also used to find the average of the sales and some other analysis of the sales data of the business.

6.WORK BREAKDOWN STRUCTURE:-

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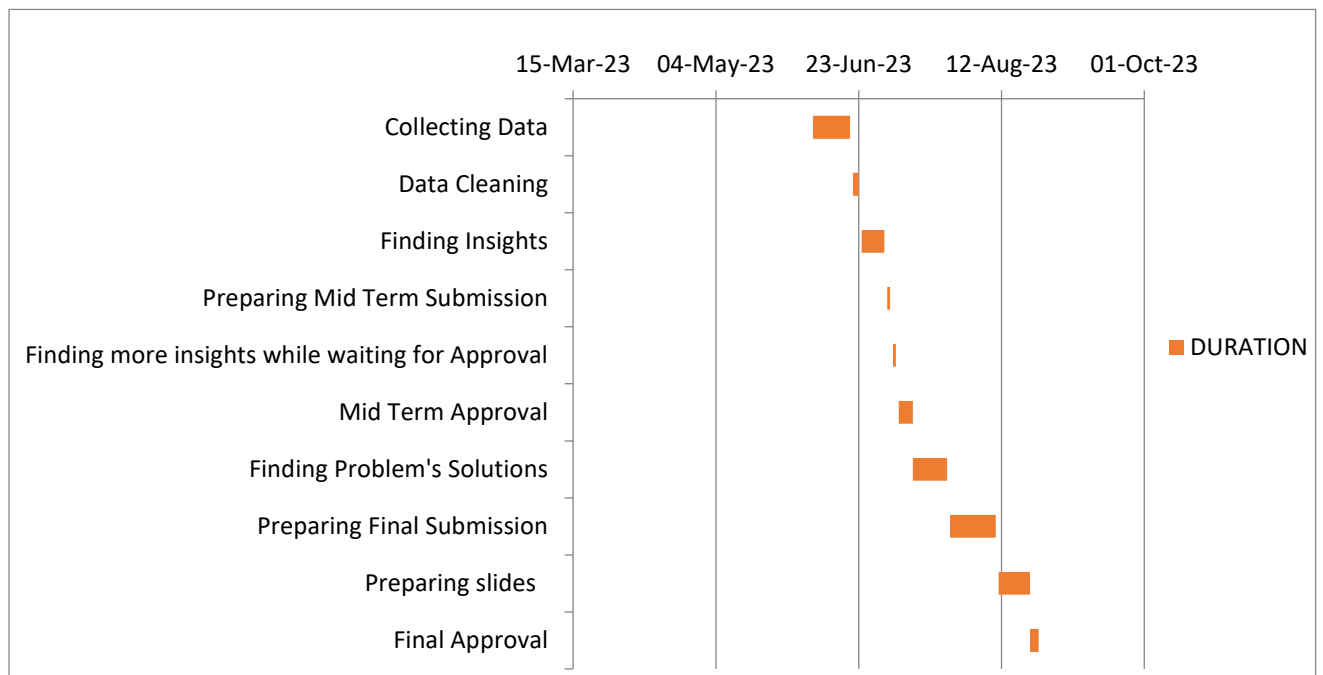# 7.GANTT CHART FOR EXPECTED TIMELINE:-

Figure 1 Expected timeline for project completion

8.EXPECTED OUTCOMES:-

- ✓ Better understanding about the sales of the saris across the world to increase the sales of this small business.
- ✓ Giving best solutions to the business about the return, cancellation orders
- ✓ Solution for sales of saris during the seasons of festivals.
- ✓ Providing strategies to increase the sales and stay consistent in business.
- ✓ A better idea for the distributions of the sales all over India in different seasons.